

Outreach Action Plan FFY 2024

Objective:

The Iowa WIC program will work with Altarum to create county level participant profiles. Work on these profiles began in fiscal year 2023, but will need to be updated annually to reflect changes at the population level. Recognizing who lives in Iowa and where gaps in service exist will help inform outreach efforts.

Altarum will also conduct focus groups on behalf of the Iowa WIC Program targeting non-participating eligible families. These focus groups are intended to identify barriers to reaching eligible families, help us better understand community misconceptions about the WIC Program and generate ideas on how to better market to and reach eligible individuals.

Purpose Statement:

The Bureau of Nutrition and Physical Activity (BNPA) has been working with the Altarum Institute since 2021 and has a current contract with them to provide evaluation services for the Bureau. Multiple projects with Altarum have been implemented and planned, each focusing on bettering the services delivered by BNPA. The mission of Altarum is:

Altarum is a nonprofit organization focused on improving the health of individuals with fewer financial resources and populations disenfranchised by the health care system. We work primarily on behalf of federal and state governments to design and implement solutions that achieve measurable results. We combine our expertise in public health and health care delivery with technology development and implementation, practice transformation, training and technical assistance, quality improvement, data analytics, and applied research and evaluation. Our innovative solutions and proven processes lead to better value and health for all.

Iowa WIC plans to utilize the products and information provided in these projects and share information gathered from these projects with the local WIC agencies. This partnership will provide the tools, data and mechanisms to advance current outreach strategies and actions to have the greatest impact in the communities WIC serves.

Action Steps:

1. In January 2024, Iowa WIC will meet with Altarum staff to discuss FY2024 county profiles. Changes to data presented on the profiles from what was delivered in 2023 will be discussed.
2. Iowa WIC staff will share participation and demographic data with Altarum for evaluation.
3. In February 2024, Iowa WIC will meet with Altarum to discuss holding focus groups with former WIC participants. These groups will be composed of families who have left off the WIC program, focusing on their experiences and reasons for discontinuation of services.

4. Altarum will lead 4 focus groups with individuals who never participated in WIC during June 2024. Three of these focus groups will be held in English and one in Spanish; urban, rural and metropolitan areas with low participation will be targeted.